

## **Sports Drinks in India**

Market Direction | 2025-01-15 | 29 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Sports drinks in India, which only has a presence off-trade, is expected to maintain double-digit growth rates in both volume and current value terms in 2024. Nevertheless, sales of sports drinks continue to lag many other soft drinks categories, such as juice, carbonates, and bottled water. This is because Indian consumers still associate sports drinks with energy drinks, which are perceived as having adverse effects when consumed to excess. However, local consumers have been placing a greater...

Euromonitor International's Sports Drinks in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2020-2024), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Reduced Sugar Sports Drinks, Regular Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Sports Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

[www.scott-international.com](http://www.scott-international.com)

## Table of Contents:

Sports Drinks in India  
Euromonitor International  
January 2025

List Of Contents And Tables

### SPORTS DRINKS IN INDIA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Perception of sports drinks, combined with a lack of reduced sugar alternatives, limits the growth potential

Gatorade holds a commanding share amongst a relatively small number of players

Coca-Cola has explored divergent strategies for sports drinks over the years, and it has settled for a volume over value approach

#### PROSPECTS AND OPPORTUNITIES

Coca-Cola's mass marketing will hinder the competition's ability to increase prices during the forecast period

Growth potential due to rising health consciousness and Fit India

Forecast period could be an opportune time for the launch of healthier variants

#### CATEGORY DATA

Table 1 Off-trade Sales of Sports Drinks: Volume 2019-2024

Table 2 Off-trade Sales of Sports Drinks: Value 2019-2024

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024

Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024

Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024

Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029

Table 10 □Forecast Off-trade Sales of Sports Drinks: Value 2024-2029

Table 11 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029

Table 12 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

### SOFT DRINKS IN INDIA

#### EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

#### MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024  
Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024  
Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2019-2024  
Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024  
Table 25 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024  
Table 26 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024  
Table 27 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024  
Table 28 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024  
Table 29 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024  
Table 30 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024  
Table 31 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024  
Table 32 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024  
Table 33 □NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024  
Table 34 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024  
Table 35 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024  
Table 36 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024  
Table 37 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024  
Table 38 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024  
Table 39 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029  
Table 40 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029  
Table 41 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029  
Table 42 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029  
Table 43 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029  
Table 44 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029  
Table 45 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029  
Table 46 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029  
Table 47 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029  
Table 48 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

#### APPENDIX

Fountain sales in India

Trends

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Sports Drinks in India**

Market Direction | 2025-01-15 | 29 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-30"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com